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ABSTRACT PROCEEDING**



**Venue: Hotel Wing International Premium Tokyo Yotsuyaf**

**Date: September 08-09, 2017**

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# Book of Abstracts Proceedings

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## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary





## CONFERENCE CHAIR MESSAGE

**Dr. Vincent**

“International Conference of Akademika Nusa Internasional ” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Vincent

Conference Chair

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## CONFERENCE SECHDULE

**ANISSH-AF-2017**

**Venue: Hotel Wing International Premium Tokyo Yotsuyaf**

**Time: Registration & Kit Distribution (09:00 - 09:30 am)**

**Day: Friday**

**Date: September 08, 2017**

**Venue: Room 1**

09:30 am - 09:40 am	Introduction of Participants
09:40 am - 09:50 am	Inauguration and Opening address
09:50 am - 10:00 am	Grand Networking Session

**Tea/Coffee Break (10:00 - 10:30 am)**



**DAY 01 Friday (September 08, 2017)**

**Presentation Session (10:30 am - 12:00 pm)**

**Venue: Room 1**

**Session Chair: Dr. Vincent**

**Track A: Business Management, Social and Humanities**

<b>Paper ID</b>	<b>Manuscript Title</b>	<b>Presenter Name</b>
Sm-Sep-101	Unity In Diversity: The Case Of Fcc	Umair Jamal
Sm-Sep-105	Globalisation And Higher Education In Pakistan	Ammar Husnain
Sm-Sep-107	Why Do People Participate In Bike-Sharing Service? A Case Study of The Taiwans Youbike/Obike	Han-Ping Tsen
ITSBM-097 Ani102	The Empirical Research Of Chinas Direct Investment on Russia And Import-Export Trade of Two Countries Based On Var Model	Qin Houwen
ITSBM-097-Ani106	Experiential Learning is an Effective Training Modelto Improve Self-Esteem	Pei Wen Liao

**Lunch & Ending Note :(12:00pm - 1:00 pm)**



## **Conference Day 02 (September 09, 2017)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



***TRACK A***

***BUSINESS MANAGEMENT SOCIAL SCIENCES AND HUMANITIES***



# Unity in Diversity: The Case of FCC

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**Keywords:** Ideological, Culture, Disputes

Its very rare that higher educational institutions in the Third World or regions plagued with ethnic, social, cultural and religious violence and disharmony, work on the motto By love serve one another by bringing together communities of diverse ethnic and religious backgrounds while dispersing effective and quality education. The case study in this paper deals with Forman Christian College (A Chartered University), in Lahore, Pakistan, which is one of the few remaining missionary institutes in the country that has not only survived the decades of ideological polarization but has also become a symbol of religious and cultural diversity. FC College is a melting pot of diverse cultural, communal and ideological identities, for students from central and far off regions of the country join the institution every year. With majority of the countrys colleges and universities working on different, class, cultural, ethnic and religious maxims, FC College has symbolized national unity by dissolving distinct ethnic and ideological identities and tensions into a single civic mass. The paper aims to shed light on the question of how FC colleges status of being a missionary college, brought unique challenge for the institution during the period between 1973 to 2002 and how the institute was able to regain its enduring legacy of national unity? Moreover, the study aims to give a broad general view of how FC College has sought to achieve all this by using examples of two or more racial or ethnic student groups which are known for their bitter campus disputes.

# Globalisation And Higher Education In Pakistan

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**Keywords:** Globalisation, Internationalisation, Higher Education, Education Policy, Privatisation, Knowledge Economy

Higher education in Pakistan is in process of restructuring as an influence of neoliberal process which is at the present time in practice. The changes are also shaping notions regarding the role of universities and policy structure fundamental in the higher education. The paper will review policy reforms which lay emphasis on self-financing and privatisation by increasing fee structures in universities along with the issues of quality and quantity in university education. This method of high fee structures has serious political and social concerns and harms the concept of higher education as a public good. The educational policies linking to Pakistani higher education system will be outlined that are in result of the changes in the knowledge economy and the globalisation of higher education. The rationale of this paper is to analyze and evaluate more or less the changes that have occurred during last five decades in the higher education system in Pakistan. For competing in the global knowledge economy, the existing fiscal, curricular and institutional reforms are intended at modifying the functions and structure of universities in the national economy. These policies will be analyzed to emphasize for a stance on public financing that is clear in the reformation of higher education in Pakistan.

# Why do People Participate in Bike-Sharing Service? A Case Study of the Taiwans YouBike/oBike

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**Keywords:** Bike-Sharing, Extrinsic Motivation, Intrinsic Motivation, Modified Motivation Theory.

Although bike-sharing continues to grow and has witnessed the success of reducing air pollution, alleviating traffic congestion, promoting riders health, and even saving idle resources, there is a dearth of understanding why people get involved in bike-sharing. Clarifying why people are willing to ride shared bikes is important because: (1) There are more and more bike-sharing companies that attempt to seize the market of shared bikes (2) Riders to some extent are unable to identify the pros and cons of similar service providers because there are so many homogenous bike-sharing companies that challenge their information processing capability. This study aims to propose a theoretical framework that explains why people participate in bike-sharing. Modified Motivation Theory (MMT) serves as the foundation to explore in what situations riders can be motivated to sign out a shared bike. We argue that unlike distinguishable things or matters, such as computer usage for work (extrinsic oriented) or computer usage for fun (intrinsic oriented), bike-sharing participation is a multiplexing phenomenon that extrinsic and intrinsic motivations should coexist but sometimes they compete with each other to strive for behavior domination (i.e., bike-sharing participation). Our expected findings contribute to the relevant literature by discovering theoretical phenomena and offering managerial implications that help both researchers and practitioners to understand why people would like to participate in bike-sharing. For example, if shared bike riders are extrinsically motivated by solving last mile problem, practitioners should figure out the way to increase the density of shared bikes so that the riders are able to access the bikes anywhere.



# The Empirical Research of Chinas Direct Investment on Russia and Import-Export Trade of Two Countries Based on VAR Model

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**Keywords:** China-Russia Trade, Foreign Direct Investment, VAR model

Nowadays, as the global economic integration process continues to accelerate, multinational investment has become an important part of national economic activity. This article is mainly related to china's direct investment to Russia from theory and empirical evidence. This article analyzes the current situation of China's direct investment to Russia, and has straighten out problems of it. On this basis, this article has also conducted empirical research on the problems of direct investment of China to Russia in the context of the Belt and Road Initiatives. By choosing china's direct investment in Russia, Russias GDP, Russias imports from China and exports to China, this research establishes the VAR model and also applies Impulse Response Function and differential analysis to the result. This research analysis the effect of the Chinas direct investment in Russia on the GDP of Russia and imports and exports between China and Russia. Finally, this article, based on the results of theory and empirical analysis, offers recommendations, including improving the legal law of the business and regulating administrative enforcement practices, actively exploring new Sino-Russia co-operation patterns, improve investment levels, and prevent investment co-operation risks.

# Experiential Learning is an Effective Training Model to Improve Self-Esteem

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**Keywords:** Experiential Learning, Self-esteem, Training evaluation

This study aims to assess experiential learning as a method to improve employees self-esteem. Experiential learning for training was assessed between March and June 2017. A questionnaire measured the self-esteem of 1312 employees before (T1) and after training (T2) in 37 organizations. The Kirkpatrick four-level framework was used for summative evaluation of the effectiveness of experiential learning. The study found a significant positive effect in trainees' self-esteem with a 4.98 point improvement in reaction, learning, behavior and organizational results.



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Develop an Effective and Responsible Platform by Creating Insightful Knowledge  
and Inspiring minds in Dialogue with the World Around us.**



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